(2) selecting [some] data and [communicating] incorporating said selected data in one or more control instructions;

(3) transmitting one or more second signals containing said unit of mass medium programming and said one or more control instructions;

controlling a receiver station on the basis of said transmitted one or more [transmitted] second signals, said second step of controlling comprising the steps of:

[(1) receiving some of said unit of mass medium programming and said one or more control instructions; and]

([2]1) communicating [some] data detected [at said receiver station] in said one or more signals selectively to one of a processor [or] and a storage [location] device; [and]

(2) storing data applicable to said unit of mass medium programming; and

(3) presenting said unit of mass medium programming and some supplementary output information content applicable to said unit of mass medium programming at one or more output devices; and

controlling a receiver station on the basis of said transmitted one or more [transmitted] second signals, said third step of controlling comprising the steps of:

(1) inputting information of the reaction of a subscriber to a presentation of at least one of said unit of mass medium

programming[;] and information supplementary to said unit of mass medium programming;

(2) generating [some] output information content by processing said inputted information of the reaction of a subscriber; and

(3) outputting said generated output information content.

Please add the following claim(s):

3. The method of claim 2, wherein said generated output information content is outputted to a transmitter, said method further comprising the step of transmitting said generated output information content to a remote receiver station.

4. The method of claim 2, wherein said generated output information content is outputted to a user, said method further having at least one step from the group consisting of:

displaying said generated output information content at a video monitor;

selecting sound to emit on the basis of said generated output information content; and

printing said generated output information content.

5. A method of processing signals in a network, comprising the steps of:

(1) receiving a first signal at a transmitter station;

(2) performing, in response to said first signal, at least one step from the group consisting of:

(a) selecting a unit or mass medium programming; and

(b) selecting data and incorporating said selected data in one or more control instructions, said one or more control instructions effective at one or more receiver stations to data transmitted from said transmitter station, store data applicable to said unit of mass medium programming, present at one or more output devices said unit of mass medium programming and some output information content to supplement said unit of mass medium programming, input a reaction of a subscriber, generate output information content by processing said inputted reaction, and output said generated output information content; and

(3) transmitting one or more second signals containing said unit of mass medium programming and said one or more control signals.

6. A method of processing signals in a network, comprising the steps of:

(1) receiving a first signal at a transmission station;

(2) incorporate at least some information in one or more second signals based on said first signal, said second signals containing a unit of mass medium programming and one or more control instructions which are effective at one or more receiver stations to present said unit of mass medium programming and some supplementary output information content, and output information content based on subscriber reaction to a presentation of at least one of said unit mass medium programming and information to supplement said unit or mass medium programming; and

(3) transmitting said one or more second signals.

7. A method of processing signals in a network, comprising the steps of:

(1) receiving, at a receiver station, one or more signals containing a unit of mass medium programming and one or more control instructions; and

(2) processing said one or more signals containing said unit of mass medium programming and one or more control instructions to present said unit of mass medium programming and some supplementary output information content at one or more output devices, and generate information content based on subscriber reaction to a presentation of at least one of said unit of mass medium programming and information to supplement said unit of mass medium programming.

8. A method of processing signals in a network, comprising the steps of:

(1) receiving a first signal to be transmitted;

(2) receiving an instruct signal which is effective to:

(a) effect a transmission station to generate at least some information in one or more second signals based on said first signal, said second signals containing a unit of mass medium programming and one or more control instructions which are effective to enable a receiver station to present said unit of mass medium programming and some supplementary output information content, and output information content based on subscriber reaction to said presentation of at least one of said unit of mass medium programming and said information to supplement said unit of mass medium programming; or

(b) effect a receiver station to generate at least some information in one or more second signals based on said first signal, said second signals containing a unit of mass medium programming and one or more control instructions which are effective